

Senior Business Development Manager

SUMMARY:

Responsible for planning, organizing and directing the organization's business development activities and strategies that promote the growth of the organization by attracting new business relationships (e.g. customer base, Payroll Deductions, and Direct Deposit) and expansion of existing business relationships.

Job Functions include: (Note: this is a representative list only - complete list provided with purchase)

- Plans and directs the communication of information designed to keep customer groups, and potential customer groups informed of organization products and services.
- Plans for the preparation and distribution of fact sheets, news releases, photographs, scripts, video, or tape recordings to select employee group representatives and other persons who may be interested in learning about or publicizing the organizations' activities or message.
- Arranges for and conducts public contact initiatives designed to identify new customer prospects. Then follows up with staff making direct contact and sales presentation.
- Represents organization during community projects and at public, social, and business gatherings. This avenue is used to make any new contacts for new business, and to visit with current business contacts in a social atmosphere.

(also details Supervisory Responsibilities, Qualifications, Education and/or Experience, Language Skills, and work environment)